

QUALITY REPORT FOR STATISTICAL SURVEY
Tourist Activity of the Population of the Republic of Croatia
for 2024

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0. Basic information

- Purpose, goal, and subject of the survey

The purpose of the statistical survey Tourist Activity of the Population of the Republic of Croatia is to collect data on national tourism, that is, the data on the number and characteristics of travels of the Croatian population outside their usual environment. The goal is to assess to what extent does the Croatian population travel, their reasons for going on a trip, where and when they travel, how long do the trips last and what the trip expenditure amount to. For the surveyed persons who did not go on a private trip with overnight stays, the data on the main reasons for not going on a trip were collected. The survey has been conducted continuously since 2007 and includes private and business/professional trips, trips with overnight stays, same-day visits, as well as trips within Croatia and trips abroad.

- Reference period

Calendar year

- Legal acts and other agreements

At the European level: Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism

At the national level: Official Statistics Act (NN, Nos 25/20, 155/23 and 124/25 – corr.)

- Classification system

Classification of Spatial Units for Statistics

Code List of Countries

Currencies

- Statistical concepts and definitions

Same-day visitor is every person who travels to a place outside his/her usual environment, who does not spend a night in a hotel or some other tourist accommodation establishment and whose main purpose of travelling differs from performing a particular activity financed by a resident entity in the place visited. The duration of same-day visits is measured in hours. A person who travels in another place for work or education on a daily basis is not considered a visitor.

Tourist is every person who, outside his/her place of usual environment, spends at least one night in a commercial or non-commercial accommodation establishment (but less than 12 months continuously) for reasons of rest, recreation, entertainment, visit to family or friends, preservation and improvement of health, business, religious and other reasons, other than performing a particular activity financed by a resident entity in the place visited. All tourists are travellers, but not every traveller is a tourist. Migrants, cross-border workers, diplomats, military members at regular missions, refugees and nomads are not considered tourists.

Usual environment of a person is immediate vicinity of the person's home and place of work or schooling, as well as other places that the person regularly visits. Each person has only one usual environment. The following criteria define the usual environment: crossing of the administrative border of the place of usual residence, duration of a trip, the frequency of going on a trip and the reason for going on a trip.

For example, in Croatia, the usual environment can be the area of a municipality.

Purpose of the trip is the main reason for going on a trip, that is, without which a given destination would not be visited. Depending on the purpose, tourist trips may be: private (rest,

recreation or entertainment, including visits to relatives and friends) and business/professional (trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips).

Private trip is a tourist trip with the purpose of rest, recreation, shopping, health, pilgrimage, religious event, visit to relatives and friends, etc. Private trips do not include weekly migrations or departure for work or schooling, seasonal work, staying in hospitals or spas financed by social insurance contributions, staying in refugee camps and asylum.

Business/professional trip is a trip aiming at business or professional reasons excluding daily local trips or business-motivated trips in usual environment. Business/professional trips include trips to congresses, conferences, business meetings, fairs, exhibitions, language learning and other educational trips, cultural, sports and similar trips. Trips financed by a resident entity in the place visited are excluded.

Duration of a tourist trip is the time spent on the trip, which can last a maximum of 365 days continuously.

Duration of a trip with overnight stays is measured by the number of nights spent at destination.

Expenditures on tourism trips include all travelling expenses that occurred before the beginning of the trip and during the trip. These expenditures may also be made by another person on behalf of the visitor or at the visitor's expense.

- **Statistical units**

Observation units for the number of persons who went on a trip are Croatian citizens aged 15 and over (a reporting unit is equal to a statistical unit). The observation unit for data on the number of overnights stays and same-day visits and their characteristics is a trip of a Croatian citizen aged 15 and over.

The statistical unit for tourist trips is a trip, and the reporting unit is a Croatian citizen aged 15 and over.

- **Statistical population**

The target population for the survey are citizens of the Republic of Croatia aged 15 and over who live in private households, excluding population living in institutional households (homes for the elderly, prisons and the like), citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia.

1. Relevance

1.1. Data users

National users: Ministry of Tourism and Sport, Institute for Tourism, economic analysts, scientists, the media and the public

International users: UN Tourism (The World Tourism Organization), OECD (The Organisation for Economic Co-operation and Development)

Internal users: National Accounts Directorate

1.1.1. User needs

The survey is nationally relevant because it is one of the data sources for compiling the tourism satellite account. The survey meets the needs of our users.

1.1.2. User satisfaction

The first user satisfaction survey of the Croatian Bureau of Statistics was conducted in 2013, the next one in 2015 and 2022, and the last one at the end of 2024. The results of the survey are available on the website of the Croatian Bureau of Statistics – [User satisfaction surveys](#).

1.2. Completeness

The survey is carried out in accordance with Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism and recommendations in the Methodological Manual for Tourism Statistics and it covers all mandatory variables.

1.2.1 Data completeness rate

The indicator is not computed.

2. Accuracy and reliability

2.1. Sampling error

The sampling error shows the accuracy of estimating population parameters based on the sample. As it is a random sample, the assessment of the accuracy of estimate is given in the form of coefficients of variation, standard errors and confidence intervals for the most important variables.

The basis for the sampling frame is a directory of fixed and mobile telephone lines in the Republic of Croatia. A random sample stratified according to the county and type of telephone line (fixed or mobile) was used in the survey. The target population for the survey are citizens of the Republic of Croatia aged 15 and over who live in private households, excluding population living in institutional households (homes for the elderly, prisons and the like), citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia.

In case of a fixed telephone line, a respondent was selected from the randomly chosen household according to the birthday key method.

2.1.1. Sampling error indicators

Estimates and accuracy measurements of the most important indicators of tourist activity of the population of the Republic of Croatia in 2024.

	Estimated value	Coefficient of variation, %	95% confidence interval		
			Lower limit	Upper limit	
	Number of persons on trips with overnight stays				
	Number of persons on private trips	1 788 781	1,9	1 721 926	1 855 635
	Only in Croatia	980 688	2,7	928 593	1 032 784
	Only abroad	279 099	4,1	256 799	301 399
	In Croatia and abroad	528 993	3,2	495 868	562 119
	On trips with 1 – 3 nights	1 050 685	2,3	1 003 897	1 097 473
	On trips with 4 and more nights	1 390 102	2,2	1 330 234	1 449 969
	Number of persons on business/professional trips	282 493	3,2	264 852	300 135
	Number of trips with overnight stays				
	Private trips	5 462 439	1,5	5 303 331	5 621 548
	In Croatia	3 585 264	2,0	3 446 015	3 724 513
	Abroad	1 877 176	2,1	1 800 313	1 954 039
	Business/professional trips	598 223	4,0	551 369	645 078
	In Croatia	351 659	5,9	310 541	392 778
	Abroad	246 564	3,8	227 883	265 246
	Number of nights on trips with overnight stays				
	Nights on private trips	30 069 028	2,9	28 343 936	31 794 121
	In Croatia	20 216 797	3,5	18 815 211	21 618 382
	Abroad	9 852 232	5,2	8 854 607	10 849 857
	Nights on business/professional trips	1 980 348	8,9	1 635 464	2 325 232
	In Croatia	875 488	9,6	708 886	1 042 091
	Abroad	1 104 860	13,9	801 450	1 408 270

	Estimated value	Coefficient of variation, %	95% confidence interval	
			Lower limit	Upper limit
	Expenditure on trips with overnight stays, euro			
Expenditure on private trips	2 266 703 189	2,9	2 135 943 435	2 397 462 942
In Croatia	1 232 844 432	4,1	1 132 878 609	1 332 810 256
Abroad	1 033 858 756	4,1	951 068 778	1 116 648 735
Expenditure on business/professional trips	415 411 399	7,0	358 343 962	472 478 836
In Croatia	172 782 476	10,1	138 491 431	207 073 522
Abroad	242 628 923	9,3	198 116 471	287 141 374
	Number of same-day visits			
Private trips	7 212 204	1,5	6 996 508	7 427 900
In Croatia	6 030 724	1,7	5 832 714	6 228 734
Abroad	1 181 480	3,6	1 097 833	1 265 127
Business/professional trips	460 175	7,6	390 984	529 366
In Croatia	384 894	8,2	322 810	446 978
Abroad	75 281	14,6	52 572	97 991
	Expenditures on same-day visits, euro			
Expenditure on private trips	445 216 585	2,9	419 530 285	470 902 884
In Croatia	332 083 697	3,4	309 915 754	354 251 641
Abroad	113 132 887	5,5	100 983 445	125 282 330
Expenditure on business/professional trips	48 047 303	9,7	38 860 858	57 233 748
In Croatia	38 804 685	10,6	30 671 020	46 938 351
Abroad	9 242 618	12,4	6 880 989	11 604 246

2.2. Non-sampling error

Non-sampling errors include all other errors not related to the sample selection, such as the coverage error, the measurement error, the data processing error and the non-response error.

2.2.1. Coverage error

Coverage errors occur due to deviation from the sample selection frame. The sample selection frame is a publicly available telephone directory for 2024. The rate of valid units for the survey Tourist Activity of the Population of the Republic of Croatia, 2024, amounted to 87.6%. Deviation from the sample selection frame causes coverage errors to occur, namely the under-coverage error and the over-coverage error.

Under-coverage: the sample frame is a publicly available telephone directory for 2024 and the sample frame does not include the population (households) that do not have a publicly available telephone number.

Over-coverage: households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

2.2.2. Over-coverage rate

The over-coverage rate is the share of units that do not belong to the target population. The over-coverage of the sample of fixed telephone lines amounted to 15.6% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use). The over-coverage of the sample of mobile telephone lines amounted to 10.8% (over-coverage: foreign citizens living in the Republic of Croatia, crafts, enterprises and institutions, such as homes for the elderly, prisons, etc. and numbers that are not in use, the selected unit is under 15 years of age). Households with more than one telephone line were included in the sample, as well as households that do not meet the conditions for conducting the survey (e.g. citizens of the Republic of Croatia living abroad and foreign citizens living in the Republic of Croatia).

Over-coverage rate amounted to 12.4%.

2.2.3. Measurement errors

Measurement errors include all errors that may occur during a telephone interview and when entering data into the software application of the questionnaire. Such errors are minimised as much as possible by properly defining the survey questionnaire, implementing controls into the data entry programme during interviewing (e.g. setting logical connections between certain questions, etc.), regular training of interviewers and applying appropriate data collection methods. The control of the collected survey data includes detailed data editing, control of values according to defined ranges, control of the lowest and the highest values, control of possible answers, logical connections between individual answers, etc.

2.2.4. Non-response errors

Non-response errors show the number of statistical units that did not respond to the questionnaire, that is, data on the number of persons who did not accept participation in the survey.

2.2.5. Unit non-response rate

In 2024, the unweighted non-response rate amounted to 38.7%.

2.2.6. Item non-response rate

The highest non-response rate was recorded for questions regarding trip expenditure. The non-response issue was mitigated by the sequential hot-deck imputation method.

2.2.7. Processing errors

During data processing, detailed data editing is conducted, e.g. control of the values entered according to ranges and control of possible answers. These controls are carried out on the survey questionnaire.

2.2.8. Imputation rate

Unweighted imputation rate for certain:

- transportation expenditure: 14.11%
- accommodation expenditure: 14.98%
- expenditure on food and drinks in hotel and restaurant establishments: 15.80%
- other expenditure: 9.74%.

2.2.9. Model assumption error

The indicator for this survey is not computed.

2.3. Data revision

2.3.1. Data revision – policy

Provisional figures are not published in this survey and therefore regular revisions are not planned. The users of statistical data are informed about revisions on the website of the Croatian Bureau of Statistics, on the link – [General Revision Policy of the CBS](#).

2.3.2. Data revision – practice

Provisional data are not published in the survey; therefore, there are no planned data revisions. Unplanned revisions that are caused by events that could not be predicted and could not be influenced in advance (subsequent changes in data sources or subsequently identified errors in previously submitted data) are disseminated as soon as possible.

2.3.3. Data revision – average size

The indicator for this survey is not applicable.

2.4. Seasonal adjustment

Not applicable.

3. Timeliness and punctuality

3.1. Timeliness

3.1.1. Timeliness – first results

The indicator for this survey is not applicable.

3.1.2. Timeliness – final results

Timeliness – final results is six months after the reference period (T +6).

3.2. Punctuality

3.2.1. Punctuality – delivery and publication

Data are published on the date specified in the Calendar of Statistical Data Issues. There is no time lag between the date when the data were sent to Eurostat and the time when they should have been submitted, that is, the data were sent within the set deadlines.

4. Accessibility and clarity

Data and notes on methodology are available in statistical publications in electronic form on the website of the Croatian Bureau of Statistics and by providing information/data by telephone and e-mail. Users can find these data and publications on the website of the Croatian Bureau of Statistics or request certain data and methodological explanations in writing. Publishing forms and deadlines are specified in the Calendar of Statistical Data Issues and the Publishing Programme of the Croatian Bureau of Statistics.

4.1. News releases

[Tourist Activity of Population of Republic of Croatia, 2024.](#)

4.2. Online database

Online databases for the survey Tourist Activity of the Population of the Republic of Croatia are published on the website of the Croatian Bureau of within Databases, Tourism, link: [PX-Web - Choose table.](#)

Online databases are available on the website of Eurostat [Database - Eurostat.](#)

4.3. Microdata access

The conditions under which certain users can access microdata are regulated by the [Ordinance on Conditions and Terms of Access and Use of Confidential Statistical Data of the Croatian Bureau of Statistics for Scientific Purposes](#) (NN, No. 5/23).

Microdata are not published but delivered to Eurostat.

4.4. Documentation on methodology

The survey methodology is defined in Eurostat's Methodological Manual for Tourism Statistics. Notes on methodology, which include the purpose of the survey, legal and methodological basis, observation units, coverage, sources and methods of data collection, response rates and definitions, are published in First Releases and on the website of the Croatian Bureau of Statistics. The basic notes on methodology are a part every First Release. Eurostat's methodological documentation is available at [Methodological manual for tourism statistics.](#)

5. Coherence and comparability

5.1. Asymmetry for mirror flows statistics

Not applicable for this survey.

5.2. Comparability over time

The survey was introduced in 2007 and the data are available from 2007 to 2024.

The data from 2012 are not fully comparable with data from previous years due to the implementation of Regulation (EU) No. 692/2011 of the European Parliament and of the Council, while the data from 2016 are not fully comparable due to a change in the sample frame.

Data for 2023 and 2024 have been estimated on the basis of the Census of Population, Households and Dwellings in the Republic of Croatia in 2021 (Census 2021), while previously released data were estimated on the basis of the Census 2011 data. This caused a break in time series of data and, consequently, data for 2023 and 2024 are not comparable to data for previous years.

The survey has been improved in accordance with Regulation (EU) No. 692/2011 by collecting detailed information on trips.

5.3. Coherence – subannual and annual statistics

The indicator for this survey is not applicable.

5.4. Coherence – national accounts

The indicator for this survey is not applicable.

5.5. Coherence – administrative sources

The indicator for this survey is not applicable.

6. Cost and burden

6.1. Cost

The costs of interviewers in the CATI centre of the Croatian Bureau of Statistics amounted to about 34 000 euro. This amount did not include the costs of methodological and technical preparation of the survey, data processing and publication of results.

6.2 Burden

The data were collected by computer-assisted telephone interviewing (CATI method). In order to reduce the burden on respondents who travel a lot, they were asked for a maximum of four trips with overnights stays and four same-day visits. The interview lasted an average of six minutes per household.